

The Divergent Worlds of Hair Care: Global Strategies for Growth

<https://marketpublishers.com/r/D0FE8D56158EN.html>

Date: February 2013

Pages: 54

Price: US\$ 2,000.00 (Single User License)

ID: D0FE8D56158EN

Abstracts

Over the past five years, hair care spending in the BRICs and key second tier emerging markets has offset sluggishness in the US, Japan and Western Europe. Two divergent global markets emerged, one characterised by downtrading; the other by uptrading. With the economies of the biggest growth markets now starting to cool, there is mounting pressure to find green shoots of growth in developed markets and to build new positions in the most resilient regions of the emerging markets.

Euromonitor International's The Divergent Worlds of Hair Care: Global Strategies for Growth global briefing offers an insight into to the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Fragrances, Hair Care, Mass Cosmetics, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Cosmetics, Sets/Kits, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

The Divergent Worlds of Hair Care: Global Strategies for Growth

Euromonitor International

February 2013

Introduction

State of the Industry

Category Analysis

Regional Battlegrounds

Competitive Landscape

Summaries and Future Prognosis

Report Definitions

I would like to order

Product name: The Divergent Worlds of Hair Care: Global Strategies for Growth

Product link: <https://marketpublishers.com/r/D0FE8D56158EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D0FE8D56158EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970